



2019 Tewksbury Fall Harvest Festival Sponsorship

Tewksbury Public Events & Celebrations Committee
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T: 978-408-9550

June 6, 2019



What we do

The Tewksbury Public Events and Celebrations Committee (TPEC) formed in 2014 to coordinate family-friendly community events. These events encourage Tewksbury residents and those from surrounding towns to socialize with neighbors, meet new friends and showcase local talent and businesses. TPEC is a group of dedicated volunteers that, with the help of the Town of Tewksbury, strives to foster a sense of camaraderie through fun and free public events.

Although we host a few events each year, the annual Fall Festival is our flagship event. Last year's event was our biggest yet—attracting between 3,000 and 4,000 attendees in a single afternoon.

As we see our festival growing, we know we cannot rely on Tewksbury taxpayers to fund that growth. And that is where you come in.



How you can help

On Sunday, September 29, we will be hosting our 6th Annual Fall Harvest Festival and we are asking you to join us by investing in a sponsorship package.

Sponsorship options

TITLE SPONSOR **\$2,000**

- Recognition as Title Sponsor
- Logo Recognition as Title Sponsor on all printed marketing materials distributed prior to the event and on all media alerts and media advertisements
- Space available to display your event day signage at the event
- Opportunity for FREE on-site presence
- Opportunity to address attendees during entertainment break

LEADING SPONSOR **\$1,000**

- Recognition as Leading Sponsor
- Logo Recognition as Leading Sponsor on all printed marketing materials distributed prior to the event and on all media alerts and media advertisements
- Space available to display your event day signage at the event
- Opportunity for FREE on-site presence

SUPPORTING SPONSOR **\$500**

- Recognition as Supporting Sponsor
- Written Recognition as Supporting Sponsor on all printed marketing materials distributed prior to the event and on all media alerts and media advertisements
- Space available to display your event day signage at the event

FRIEND OF THE FALL FESTIVAL **\$250**

- Recognition as a Friend of the Festival
- Written Recognition as Supporting Sponsor on all printed marketing materials



The benefit to you

As a Tewksbury business, you will have access to the people who are most likely to be current and future customers. Visibility at our festival will help to promote your business and to establish brand awareness. In addition, you will:

- Show your community dedication
- Increase sales through brand recognition
- Talk directly to your potential customers

Another benefit of being a sponsor

Social media exposure

We have a strong presence on Facebook and Twitter and we reach out to our followers frequently about events and sponsors.

Honesty and accountability

Every bit of your sponsorship dollars will go toward the Tewksbury Fall Harvest Festival. The Town of Tewksbury can provide a detailed statement of expenses to all sponsors after every event.

Tewksbury Public Events & Celebrations Committee



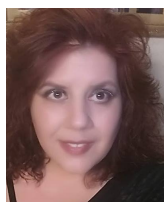
Moira Gillis Gray *Chairwoman*

Moira moved to Tewksbury in 1999 from Arlington. She has two school-aged children, one of which attends TMHS, and works as an art director for a catalog in Billerica. In her spare time, she volunteers and shuttles kids and dogs around town.



Alexandra Lowder *Vice Chairwoman*

Alex grew up and lived in neighboring Billerica before moving to Tewksbury in 2016. Since then, she has become involved in the goings on around town through the planning, marketing and execution of events with this committee. In her free time, Alex enjoys volunteering with the MSPCA, gardening and all things Harry Potter.



Julie Bonavita *Clerk*

Julie moved to Tewksbury two years ago. She is prematurely gray thanks to a husband and teenage son, winner of "World's Best Wife Award" in the category of nagging. In her spare time she volunteers wherever she sees a need.



Anne Marie Stronach *Selectman representative*

Anne Marie is a member of the Tewksbury Board of Selectmen and is the Chief of Operations for Lawrence Public Schools. She is committed to bringing family activities to the community and encourages everyone to volunteer. She also recommends that you check out the Open Space and Recreation Committee page on the Tewksbury website for great places to explore in town.



Amie Bisso *Member*

Amie grew up in Tewksbury and recently moved back to town with her husband and two children. She works as a Project Coordinator for an IT software company. Amie enjoys volunteering and fundraising for the Leukemia & Lymphoma Society and Dana Farber Cancer Institute. She is very excited to be part of the TPEC team and bring fun, family friendly events to the town!



Rachel Bradley *Member*

Rachel grew up in Tewksbury, graduating from Tewksbury High School in 2017. She works for the Dolben Company, a private real estate firm. Rachel also attends school full-time at University of Massachusetts Lowell majoring in Business Operations and Analytics. She can be found volunteering within the Tewksbury Public School systems often. In her free time, she enjoys eating tacos and snuggling her puppy.



Dennis Gray *Member*

Dennis grew up in Andover and moved to Tewksbury in 2007. He is a Salesforce.com administrator and enjoys watching detective mysteries, playing the bass and making guitars.



Joanne Lafreniere *Member*

Joanne grew up in Tewksbury after her family moved to town when she was 5. She and her husband David raised their family in town and now their married children have also settled in Tewksbury and are raising their own families there. Joanne works as a Business and Client Relations Manager in North Andover. In her free time, she enjoys spending time with her family and spoiling her grandchildren.



Lynne Litton *Member*

Lynne has lived in Tewksbury for 25 years. She works as a programmer for the US DOT in Cambridge. In her spare time she enjoys playing saxophone for a local community band and fife in a minuteman group and cheering on her alma mater's hockey team. She has a son attending TMHS.



Janelle Wagstaff *Member*

Janelle has lived in Tewksbury her whole life. She is married with two young children. She works for Wamesit Lanes doing Graphic Design. She enjoys spending time with her family and friends. She is the definition of "Townie".



Maria Zaroulis *Member*

Maria grew up in Tewksbury, and after about 20 years of traveling around the world, she settled down and bought a home right where she started. In addition to the Public Events Committee, she is Vice Chair of the Beautification Committee. She is a Reiki Master/Teacher, married with 3 step-children, and for fun she sings to her dog because no one else will listen.



Sponsorship Agreement

Thank you for your interest in becoming a sponsor! Once you select your sponsorship package, we will forward the Sponsorship Contract to you for final approval. Once signed by you, the Tewksbury town manager, Richard Montuori, will sign it and return it to you.

Checks payable to “Town of Tewksbury”

Please write “Fall Festival Sponsorship” in the notation area.

Checks can be mailed to:
Town Manager–Town Hall
Attn: Christine Cicero
1009 Main Street
Tewksbury, MA 01876

The Town and Sponsor parties both agree to the following terms:

1. If applicable, Sponsor will be given access to the place that is agreed upon by both parties no less than **2 hours** before the Event starts to set up the Sponsor’s station and anything else that is needed and customary to display at that specific location.
2. The Sponsor will provide its own signage, if applicable, as well as any graphics, digital or otherwise, and descriptions to be used in marketing materials.
3. If applicable, Sponsor’s station shall be no bigger than _____ x _____ feet; and shall be clean and orderly; and shall follow all applicable laws and regulations of the Town and State of the Event.
4. Sponsor’s staff will be properly dressed and their appearance will be clean and neat and they shall conduct themselves in an orderly fashion.
5. If applicable, Sponsor will have access to the location for up to **1 hour** following the Event has concluded at **5:00PM** to dismantle and remove all items brought to the Event by Sponsor. Sponsor shall leave the location free from trash and in similar condition that it was in before the Sponsor was there.
6. Sponsor agrees to hold the Town free from any and all damages or claims in any way related to the sponsorship. Further the Sponsor waives any and all real or potential claims it may have against the Town in any way related to this event.

For any questions, please email: tewksburyevents@gmail.com